

RJ REYNOLDS

TOBACCO COMPANY

J. Campbell
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KEY ACCOUNT MANAGERS

ACCOUNT MANAGERS

DIVISION MANAGERS

RETAIL MANAGERS

DORAL B2GF LIGHTER / PROMOTION #700050

Because the sleeves for the above promotion would not accommodate *Doral* 'Box' styles, as originally identified in WorkPlan Calendar for this promotion, we changed the styles to: **FF King / FF 100 / Lt Kg / Lt 100**. All of these styles are **12M** styles, therefore, in order to ensure style mix, and not over-stock our direct accounts, product orders have been placed as close to actual display needs as possible.

As a result, please be aware of the following:

1. **One 12M Case = 15 Displays.** Therefore, depending upon product needs, in some cases, direct accounts received only two styles.
2. If the number of displays to be shipped was slightly **higher** than actual product needed, a note was added to the customer letter advising them product order was placed short and to utilize on-hand product for additional displays. (Example: If 33 Displays are to be shipped; two 12M cases of product was ordered).
3. If the number of displays was slightly **lower** than actual product needed, additional displays were shipped to the direct account in order to equal product orders (Example: If Customer List calls for 27 Displays; requiring two 12M cases of product (which would equal 30 Displays), **30 Displays** were shipped to direct account.) **In this case, please ensure that any additional Displays are shipped to appropriate customers.**

If you have any questions, please let me know.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: S. MacLeod

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